

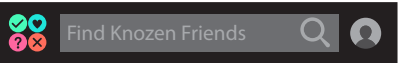
# Knozen main page (profile)

- the main page of knozen
- the profile is made up of separate “modules”
- Users can try it anonymously, and then are pormpted to log in with facebook

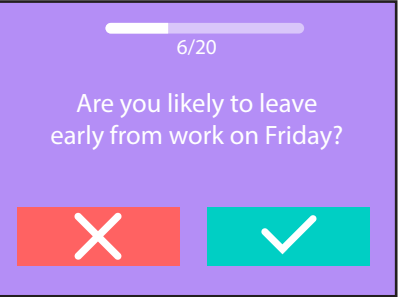
# kz\_4.0\_wf\_main

## Anonymous user profile

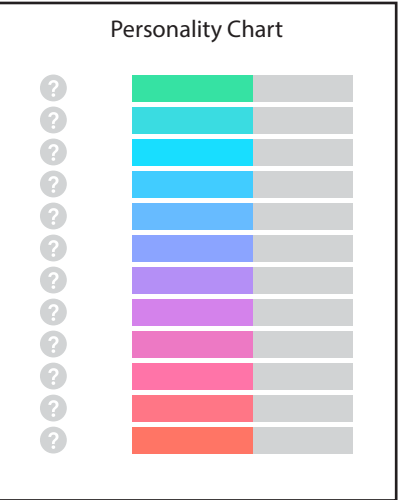
- all new users and user not logged in with facebook



kz\_4.0\_wf\_navbar



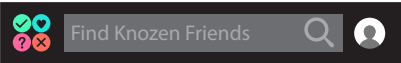
personality quiz  
kz\_4.0\_wf\_quiz



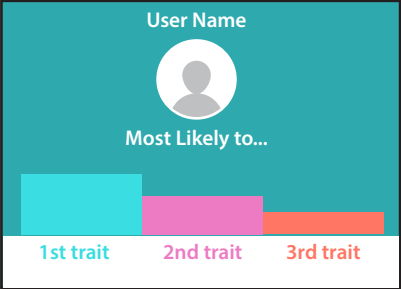
personality chart  
kz\_4.0\_wf\_chart

## Logged in user profile

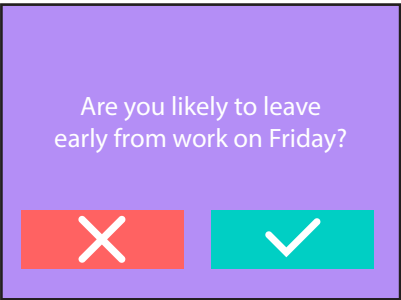
- all logged in users



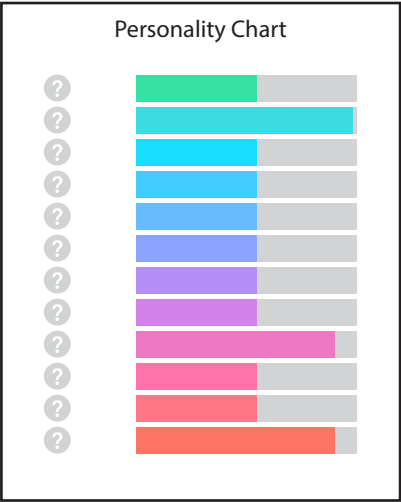
kz\_4.0\_wf\_navbar



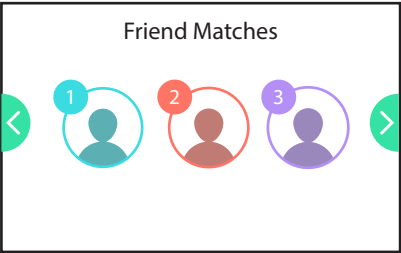
Logged in user info  
kz\_4.0\_wf\_userinfo



personality quiz  
kz\_4.0\_wf\_quiz



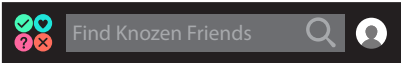
personality chart  
kz\_4.0\_wf\_chart



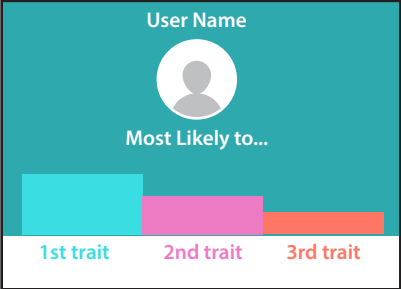
friend matching  
kz\_4.0\_wf\_matching

## Friend (other) profile

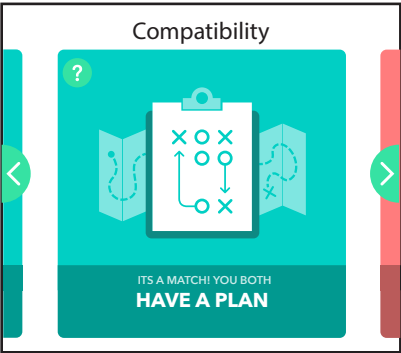
- all profiles of other people seen by user



kz\_4.0\_wf\_navbar



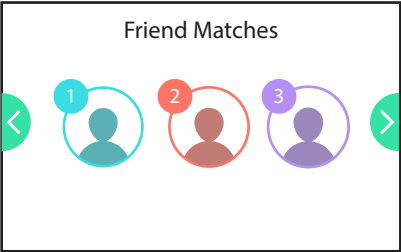
Logged in user info  
kz\_4.0\_wf\_userinfo



compatibility  
kz\_4.0\_wf\_compatibility



personality chart  
kz\_4.0\_wf\_chart



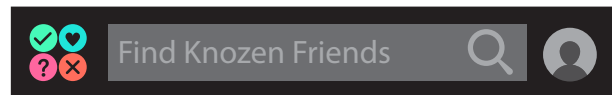
friend matching  
kz\_4.0\_wf\_matching

# Nav Bar

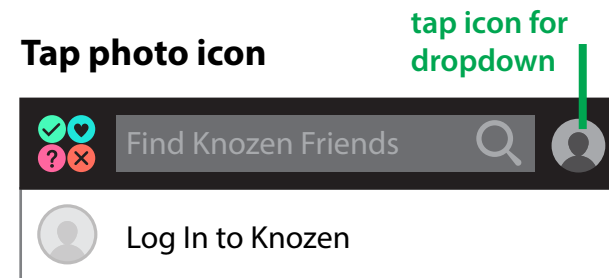
- search bar and user icon stays persistent on every page
- User logs in/ out with facebook
- user searches by name, with auto-suggest.
- clicking the username/ field goes to user's profile.
- refer to photoshop file for sizes, colors, assets.

kz\_4.0\_wf\_navbar

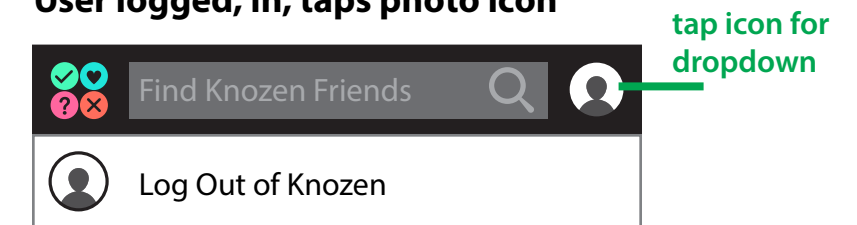
## User not logged in



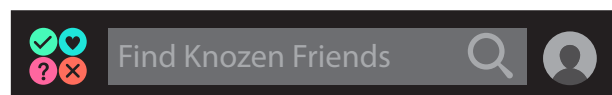
## Tap photo icon



## User logged, in, taps photo icon

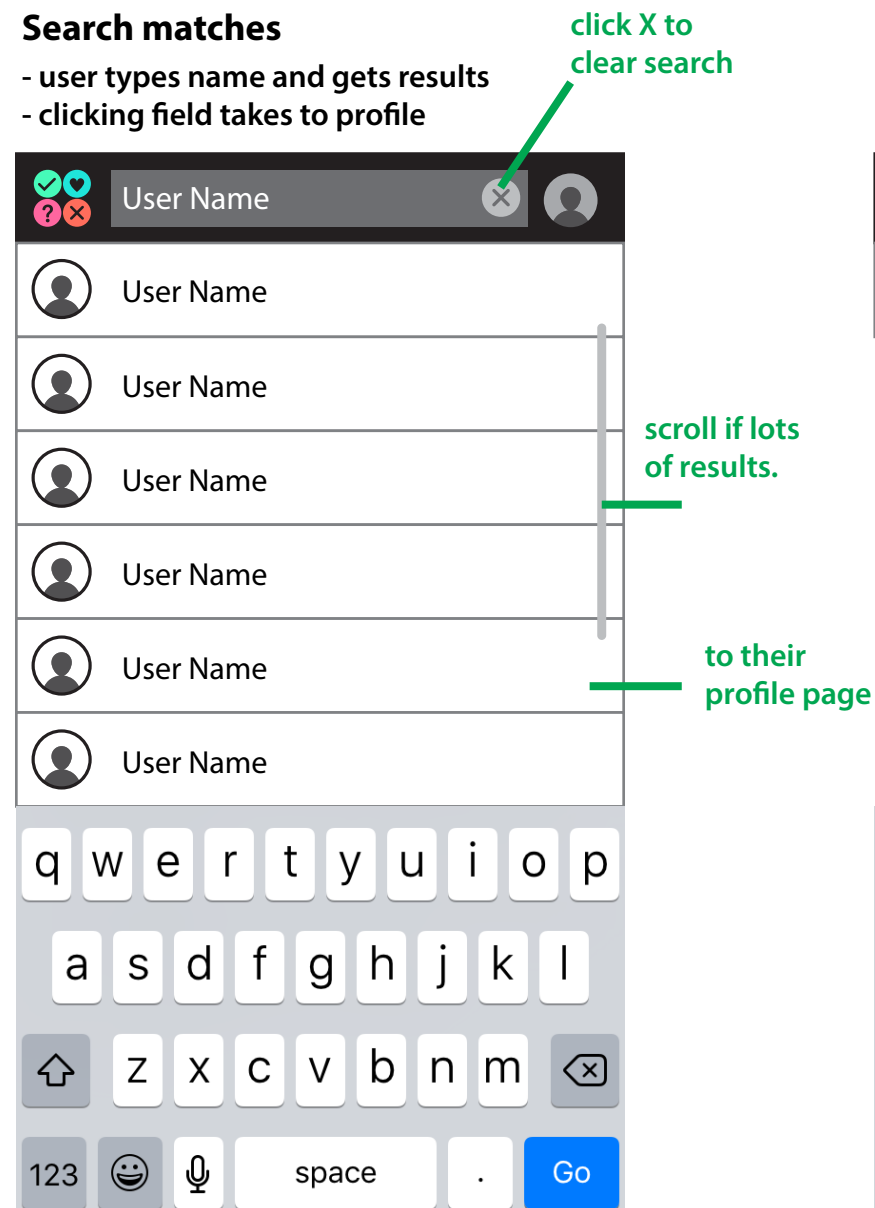


## Empty search bar



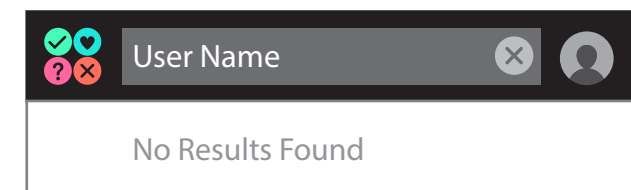
## Search matches

- user types name and gets results
- clicking field takes to profile



## No search match

- if no matches found, display empty field.

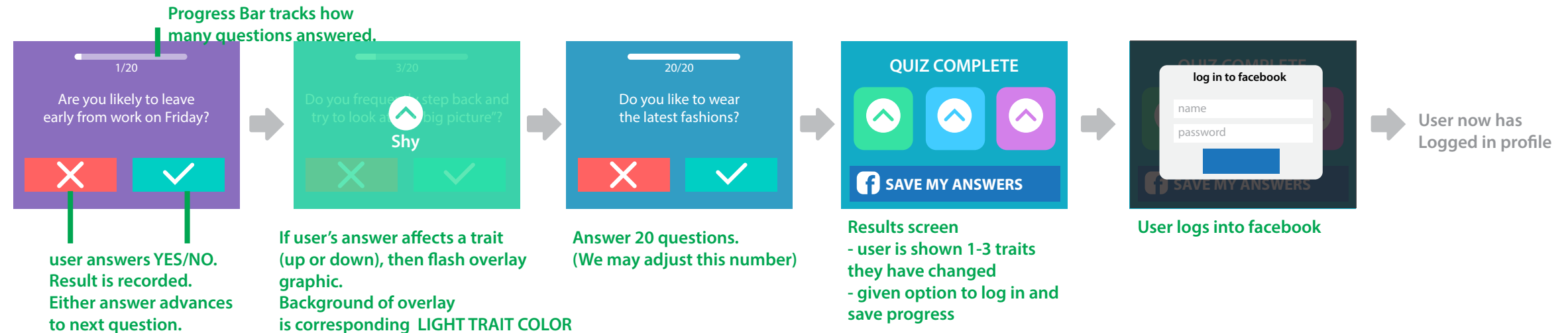


# Personality Quiz

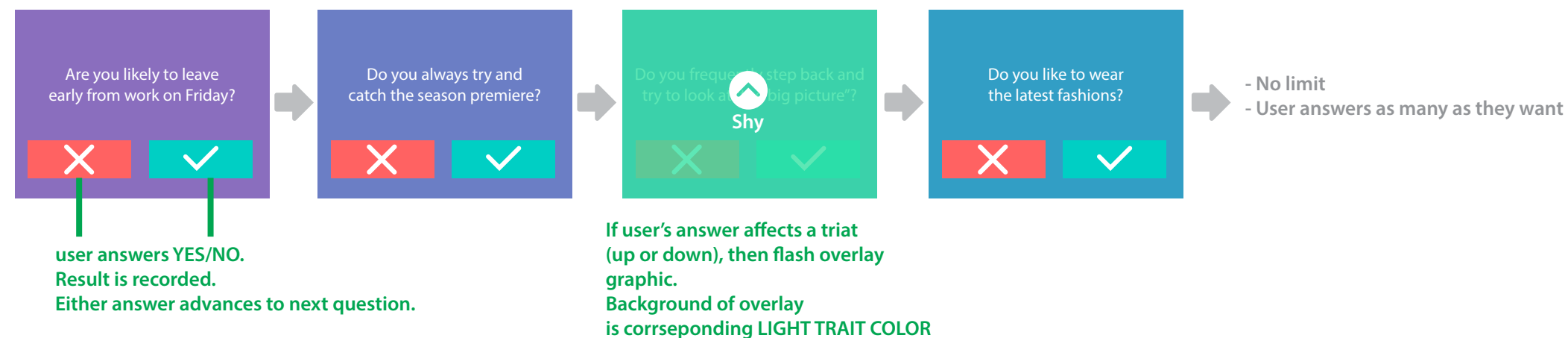
kz\_4.0\_wf\_quiz

- Anonymous users answer quiz questions
- Each question has a possibility of changing their 12 personality traits
- If a question changes a trait (up or down), user is notified.
- At end of progress bar (currently set to 20), they receive a results screen
- They can Log in with Facebook to save progress.
- They can refresh or leave the site to rerun and play again, with no previous data saved

## - Anonymous users



## - Logged In User



## Background color cycle:

Color of background for questions is DARK TRAIT COLOR and oscillates in the following order:

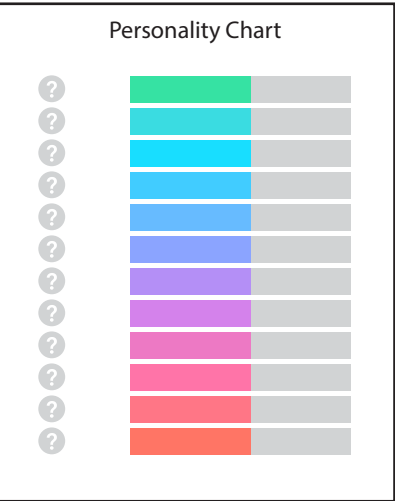


# Personality Chart

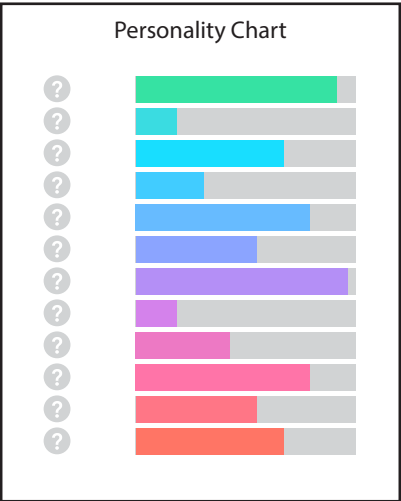
- chart is an up-to-date reflection of user's answers to quiz questions
- the more questions they answer, the more accurate the profile becomes.
- After the initial 20 questions as an anonymous user, each additional quiz question may change the chart.
- Chart should be updated in real time, or close to real time if possible
- The trait and its position in the chart is fixed, and does not move/ change

## Chart functionality

Anonymous users have empty/ average chart



User answers questions, and data is updated



clicking "?" icon opens description pop-up



## Trait colors and UI appearance

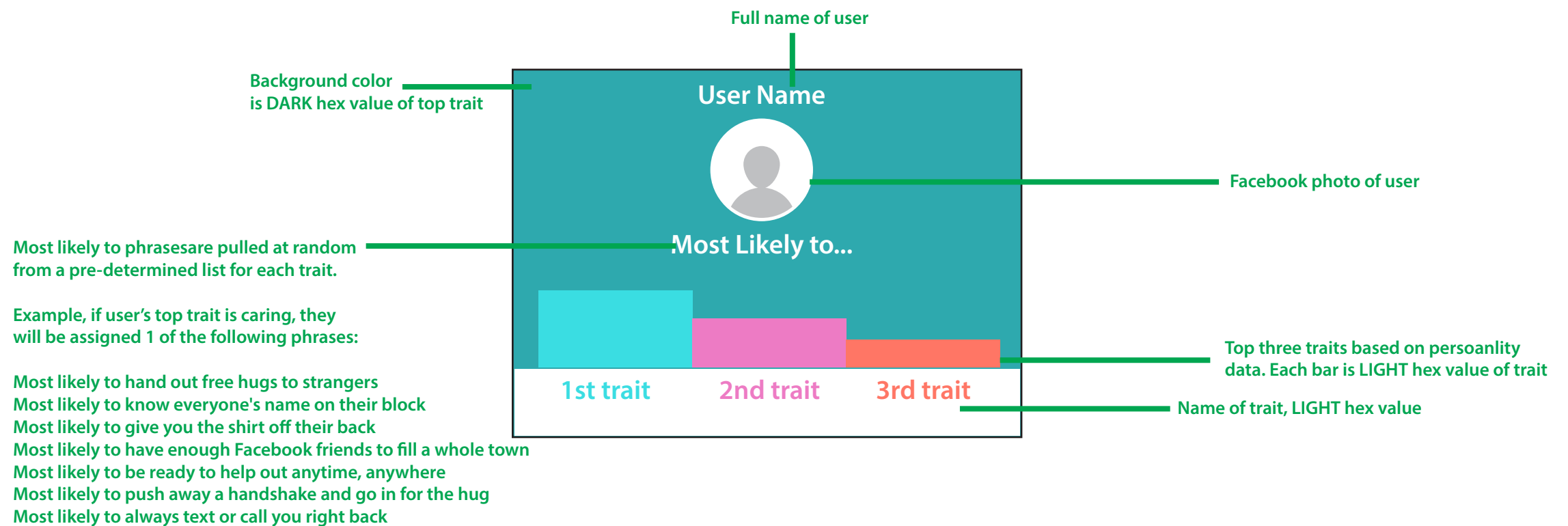
Each trait has a specific assigned color, that is used repeatedly in the product's UI to identify it. Each trait has a LIGHT and DARK hex value.

	SHY	CONFIDENT	CARING	DUBIOUS	ORIGINAL	BRAINY	THOUGHTFUL	AGGRESSIVE	RANDOM	STUDIOUS	RELAXED	SERIOUS
DARK	2aaf7f	2da9ae	12abc5	329dc5	5090c5	6b7fc5	8b6ebe	a364b5	b75e97	c55a83	c55a68	c55a4e
LIGHT	37e3a4	3adce1	17deff	41ccff	67bbff	8aa4ff	b48ef6	d381ea	ed7ac4	ff75a9	ff7586	ff7565

# Logged In User Info

kz\_4.0\_wf\_userinfo

- Once a user logs in with facebook, we populate the profile with the following info
- Photo if the user (used in circle thumbnail as well as background)
- Name
- Top 3 traits, based on data from the 20 question quiz they completed



# Compatibility

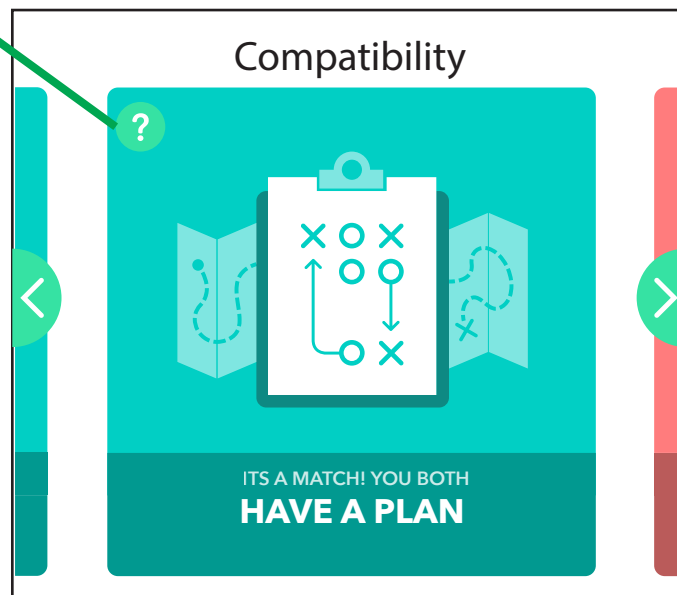
kz\_4.0\_wf\_compatibility

- There are 24 compatibility cards
- Each card can be in 1 of 3 states: Match, Neutral, or Clash
- State of card, its corresponding graphic and text, are sent from API
- All user have 24 cards, but we show only top 6
- Cards are listed in order of relevance:  
Matches first, Clashes second, remaining cards Neutral

## Compatibility cards

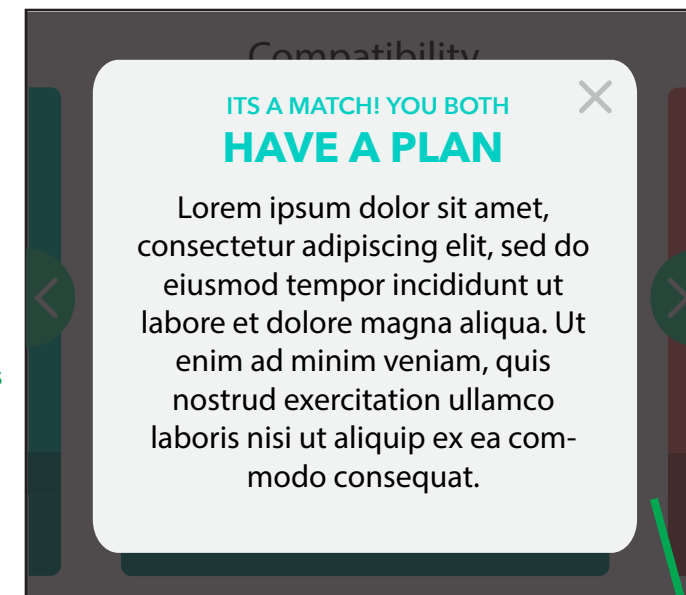
- user can tap arrows to advance through card set in looping carousel.

tap icon to get popup view



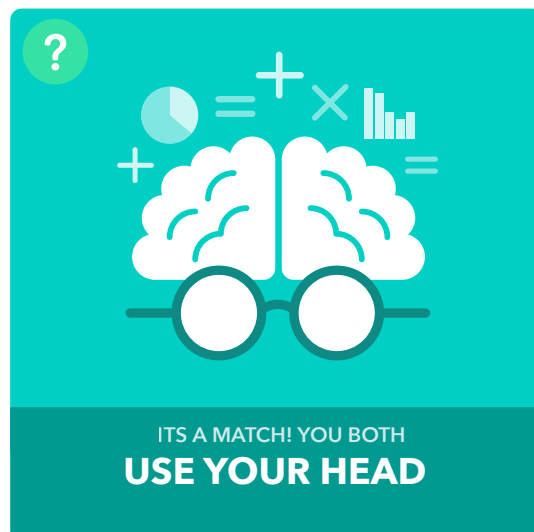
## Popup view

- Each card and its state has a corresponding text description
- layout identical to persobality chart descriptions

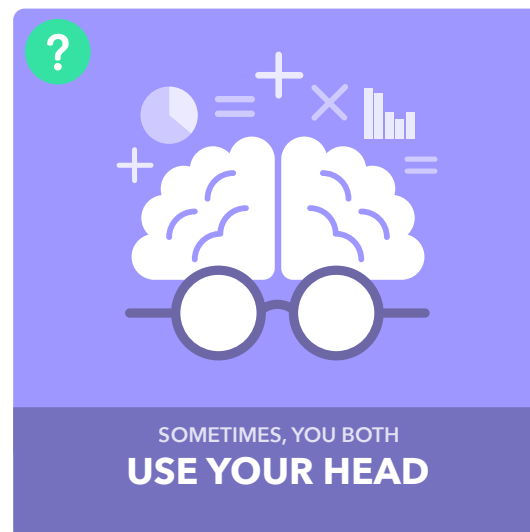


click X or anywhere outside to close

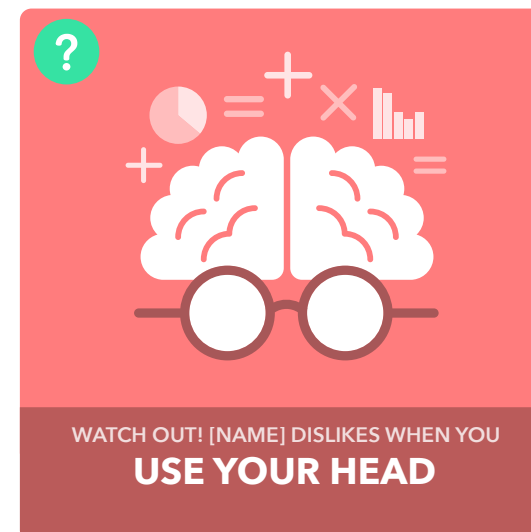
## Match Card



## Neutral Card



## Clash Card



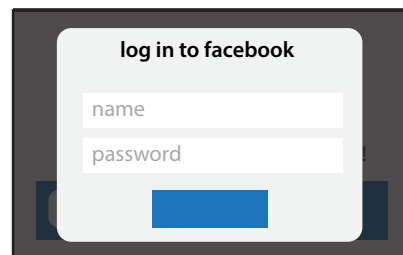
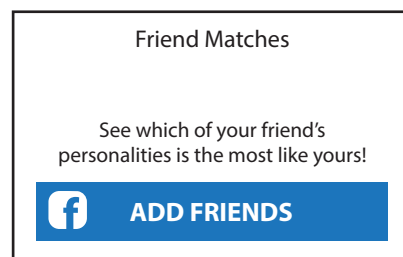
# Friend Matching

- Logged in users are shown their friends ranked by most similar personality to least
- Friends are only Facebook friends who also have Knozen profiles

kz\_4.0\_wf\_matching

## Anonymous user profile

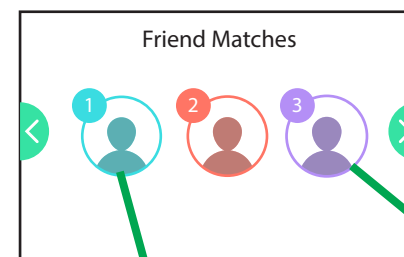
- anonymous users are prompted to log in with facebook



- if user logs in they are given a logged in user friend match

## Logged in user profile

- Friends are shown in order from most similar to least
- User can tap the arrows to scroll/ advance the carousel
- clicking a friend photo will link to their Knozen profile

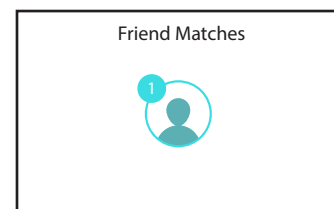


go to user's profile

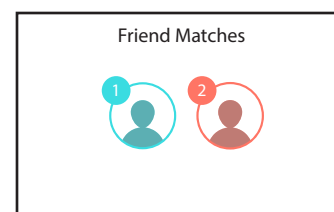
arrows advance carousel to view additional friends

friend's border and rank number are colored to match their top trait LIGHT value.

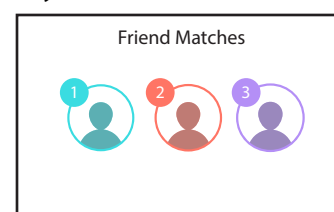
### Layout for user with 1 friend



### Layout for user with 2 friends

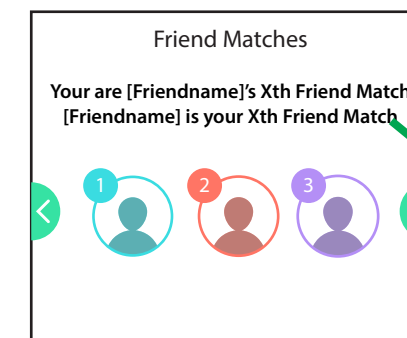


### Layout for user with 3 friends



## Friend (other) profile

- Friends of user are shown in order from most similar to least
- User can tap the arrows to scroll/ advance the carousel
- clicking a friend photo will link to their Knozen profile



If there is a rank/ relationship connection between user and this friend, then these two sentences appear and identify the ranking number.

If no connection exists, don't display